

Natural Personal Care Ingredients Market by Type (Emollients, Surfactants, Rheology Modifiers, Preservatives, Active Ingredients), Application (Skin Care, Hair Care, Make-up, Oral Care), and Region - Global Forecast to 2028

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Abstracts

In terms of value, the natural personal care ingredients market is estimated to grow from USD 5.3 billion in 2023 to USD 7.9 billion by 2028, at a CAGR of 8.3%. The mounting popularity of natural products and evolving lifestyle across worldwide are driving the natural personal care ingredients market. As individuals become more conscious of the potential health hazards linked to synthetic chemicals commonly found in conventional personal care items, there is an escalating desire for natural alternatives.

“Surfactants are estimated to be the second-largest type of natural personal care ingredients market, in terms of value, during the forecast period.”

Surfactants hold a significant position as the second-largest ingredient type in the natural personal care ingredients market due to several key factors. These factors are their unmatched effectiveness, widespread acceptance, versatile concentration use, and ongoing technological advancements, making them indispensable for creating high-performing and eco-friendly products. As a result, surfactants continue to play a crucial role in meeting consumer demand for effective and environmentally friendly personal care products..

“Hair care was the second-largest application of natural personal care ingredients market, in terms of value, during the forecast period.”

The hair care is the second-largest application in natural personal care ingredients

market is projected to experience speedy growth. This is driven due to technological advancements and increasing hair care problems. Technological progress has led to the development of effective natural ingredients, addressing various concerns like strengthening and nourishing hair. Meanwhile, rising issues such as hair loss and damage fuel the demand for natural solutions, making the hair care segment a significant player in the market.

“North America is projected to be the fastest-growing region, in terms of value, during the forecast period in the natural personal care ingredients market.”

North America is projected to be fastest-growing region in the natural personal care ingredients market, in terms of value, during forecast period due to shifting consumer preferences towards eco-friendly and sustainable products. With a growing awareness of the health and environmental benefits of natural ingredients, consumers are increasingly seeking products free from synthetic chemicals. This demand is further bolstered by stringent government regulations aimed at promoting safety and transparency in personal care products. Consequently, manufacturers are adapting to these changing dynamics by investing in research and development of natural alternatives, driving innovation and expansion in the North American market.

By Company Type: Tier 1 - 69%, Tier 2 - 23%, and Tier 3 - 8%

By Designation: C-Level - 23%, Director Level - 37%, and Others - 40%

By Region: North America - 21%, Europe - 45%, Asia Pacific - 15%, South America – 7%, Middle East & Africa - 12%,

The key players profiled in the report include BASF SE (Germany), Croda International Plc (UK), Ashland Inc. (US), The Lubrizol Corporation (US), Evonik Industries AG (Germany), Dow Inc. (US), Symrise AG (Germany), and among others.

Research Coverage

This report segments the market for natural personal care ingredients based on ingredient type, application, and region and provides estimations of volume (Ton) and value (USD Million) for the overall market size across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, services, and key strategies, associated with the market for natural

personal care ingredients.

Reasons to Buy this Report

This research report is focused on various levels of analysis — industry analysis (industry trends), market share analysis of top players, and company profiles, which together provide an overall view of the competitive landscape, emerging and high-growth segments of the natural personal care ingredients market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on natural personal care ingredients offered by top players in the global market

Analysis of key drives: (mounting popularity of natural products, government regulations, evolving lifestyle across worldwide, and growing online purchase of personal care products), restraints (high cost, and limited shelf life of natural personal care ingredients), opportunities (mounting demand for male cosmetics, advancements regarding natural preservatives, growing demand for customization in personal care products, and rising concerns about synthetic or chemical ingredients), and challenges (lack of consistency, extraction process, and mounting counterfeit cosmetics) influencing the growth of natural personal care ingredients market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the natural personal care ingredients market

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for natural personal care ingredients across regions.

Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global natural personal care ingredients market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the natural

personal care ingredients market

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